**Internship**

*Communications/Marketing & Coordinator*

# Position Detail

**Title: Communications/Marketing & Technology Coordinator**

**Site**: Hope Squad Corporate Headquarters

**Paid:** $16 per hour

# Responsibilities

* Internal Communication & Marketing
  + Assist webmaster in developing and updating website and internet content.
  + Develop tradeshow and national and/or state conference booth layout, materials, giveaways, etc.
  + Develop, design, and maintain overall layout and production for company illustrations, packaging, logos, advertisements, brochures, sales support tools and displays, corporate reports, etc.
  + Convert graphic file types to vector-based artwork as needed.
  + Develop and maintain a corporate branding guide.
* External Communication & Marketing
  + Provide engaging and innovative content including, but not limited to, infographics, video, stories, scripts, forms, and memos on social media platforms.
  + Assist with responding directly to press inquiries and distribute other requests to other departments as needed.
  + Collect/create visual concepts for marketing content. Communicate ideas that inspire, inform, or captivate customers.
  + Take and edit photographs for company promotional materials.
  + Assist with planning, developing, and creating communications content for advisors, including but not limited to 90-Seconds-of-Hope, newsletters, press releases, etc.
* Cross-Departmental Function
  + Provide technical writing, product definitions, packaging, and advertising design in conjunction with the marketing and outreach department.
  + Facilitate communication with sales reps, customers, and partners.
  + Be the lead on special projects as designated by the CEO.
  + Work with all departments to develop strategic design, copy, and promotion of materials.
  + Partner with all departments to support the drafting and assembling of materials, instructions, or other operational materials.
  + Serve as marketing graphic designer to develop marketing/sales campaign materials.
* Development/Maintaining Positive Performance
  + Continuously improve communications by proactively soliciting, analyzing, and reporting feedback from key players through analytics tools and evaluation methodologies to measure efficacy, engagement, and performance.
  + Remain up to date on developments in the press, including trends and competitor articles.

### Perform additional, related duties as needed

# Qualifications

## Education & Experience

* Education: Required: Associate degree, Preferred: Bachelor’s degree in Public Relations, Communications, or related degree.

## Essential Qualifications/Competencies

* Working knowledge of public relations acumen, principles, and best practices; current with relevant trends and applications.
* Strong attention to detail; time management, project management, and organizational skills; able to perform a wide variety of tasks and multi-task efficiently.
* Demonstrate professional and business judgment with strong problem-solving and critical-analysis ability; able to make effective decisions and execute courses of action complying with regulatory requirements and supporting Hope Squad culture, goals, and objectives.
* Proficient in Microsoft Office applications (Word, Excel, PowerPoint); able to type 50+ words per minute; Proficient in Google Suite (Drive, Forms, etc.); Working knowledge with CRMs (preferably HubSpot); Proficient in Adobe Suite (particularly Adobe Photoshop, InDesign, and Illustrator). Experience with Adobe Premiere Pro is preferred.
* Effective, influential verbal and written communication skills; able to speak, read, and write English fluently.
* Strong leadership ability and understanding of performance management and conflict resolution principles, able to translate skills through training and mentoring.
* Strong customer service and interpersonal skills.
* Able to work independently, with minimal supervision, and work with the office team.
* Ethical and professional conduct, able to handle sensitive and proprietary information with discretion and confidentiality.
* Agility to work in an ever-changing growth environment.
* Alignment with Hope Squad’s mission, vision, and values.

# Other Requirements, Physical Demands, & Work Environment

## Other Requirements

* Agreements: Confidentiality, Ownership of Inventions, and Non-Compete Agreements
* Schedule: Expected to work 10 – 15 hours per week during regular business hours, 8 a.m. to 5 p.m.
* Work Authorization: Must be authorized to work in the United States

## Work Environment

Office: This position operates in a professional office environment. This role routinely uses standard office equipment and software, including, but not limited to, computers, phones, photocopiers, and Microsoft Office Suite.

This job is performed under minimal temperature variations and in a generally hazard-free environment.

# If interested

Send resume and cover letter to:

Cathy Bledsoe, cathyb4hope@gmail.com